

Attorney Docket No. 66156.000109
Customer No. 27682

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re US Patent Application of:) Confirmation No.: 2322
Matthew K. GRACIE et al.)
Application No. 10/735,018) Group Art Unit: 3623
Filing Date: December 12, 2003) Examiner: J. R. Loftis
Title: SYSTEM AND METHOD FOR)
CONDUCTING AN OPTIMIZED)
CUSTOMER IDENTIFICATION)
PROGRAM)

TRANSMITTAL LETTER FOR RESPONSE TO
FINAL OFFICE ACTION DATED MARCH 31, 2010

MAIL STOP AF
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response to the Final Office Action mailed March 31, 2010, with the request that all be considered in the above-identified patent application.

- A Request for Continued Examination (RCE) Transmittal is enclosed.
- No additional claim fee is required.
- A Petition for a One Month Extension of Time is enclosed.

CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEES
Total Claims	38	Minus 53 =	0	x \$52.00 =	\$0
Independent Claims	3	Minus 5 =	0	x \$220.00 =	\$0
If Amendment adds multiple dependent claims, add \$390.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT					\$0

Charge \$ to Deposit Account No. 08-3436 for the fees due.
 Check No. ____ in the amount of \$__ is enclosed for the fees due.
 A Certificate of Express Mailing Under 37 C.F.R. §1.10 is also enclosed.
 Self-addressed stamped postcard is also enclosed.
 The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: April 15, 2010

Respectfully submitted,

By: 

David E. Baker

Registration No. 42,285

Telephone: (804) 788-8762

Facsimile: (804) 343-4598

HUNTON & WILLIAMS LLP
Riverfront Plaza, East Tower
951 East Byrd Street
Richmond, VA 23219-4074
(804) 788-8200 - main
(804) 788-8218 - fax